

ABSTRACT OF THE DISCLOSURE

5 The passive media content access system includes a remote control having an electronic system that monitors the date, time, media type (e.g. cable vs. satellite vs. antenna), current channel that a user is currently viewing and other interactions with electronic devices. Whenever a setting change occurs within the home entertainment system, the electronic system immediately logs the date, time, current channel, and
10 other relevant information for later uploading to a control station. During and after utilizing their home entertainment system, the user may then connect the electronic system to the Internet and upload the automatically logged information to the control station which compares the logged information with previously known programming information to allow for determination of the programming the user was watching or
15 listening to. The control station determines what available information to the send to the user such as e-mail, websites, printed materials, software offers and other information related to the programming the user is potentially interested in. The control station may also customize the operation of the keypad by assigning specific functions/tasks to specific keys.